

**WHAT IS CLAIMED IS:**

1. A signage article comprising:
  - a substrate comprising a noncellulosic organic polymeric surface;
  - a radiation cured coating disposed on the noncellulosic organic polymeric surface; and
  - a marking material disposed on the radiation cured coating; wherein the marking material is not substantially removed from the signage article upon wiping the marking material with gasoline for five cycles.
2. The signage article of claim 1 wherein the substrate comprising a noncellulosic organic polymeric surface comprises retroreflective sheeting.
3. The signage article of claim 2 wherein the retroreflective sheeting is part of a validation sticker.
4. The signage article of claim 1 wherein the marking material comprises a colorant and a binder and the binder comprises a polymer selected from the group of a polyester, a vinyl, a polyolefin, a polyvinyl acetal, an alkyl or aryl substituted acrylate or methacrylate, a copolymer of ethylene or propylene with acrylic acid, methacrylic acid, or vinyl acetate, and combinations thereof.
5. The signage article of claim 1 wherein the radiation cured coating is derived from an e-beam-curable composition.
6. The signage article of claim 1 wherein the radiation cured coating is derived from an UV-curable composition.
7. The signage article of claim 6 wherein the UV-curable composition comprises an acrylate.

8. The signage article of claim 7 wherein the acrylate comprises an aliphatic acrylated urethane.
9. The signage article of claim 1 wherein the marking material is not substantially removed upon wiping the marking material with gasoline for ten cycles.
10. The signage article of claim 8 wherein the marking material is not substantially removed upon wiping the marking material with gasoline for twenty-five cycles.
11. The signage article of claim 1 wherein the marking material is not substantially removed upon abrading the marking material for 1000 scrub cycles.
12. The signage article of claim 1 wherein the marking material is not substantially removed upon applying a pressure sensitive adhesive-coated tape to the marking material under thumb pressure and removing it.
13. The signage article of claim 1 wherein the radiation cured coating is not substantially removed upon applying a pressure sensitive adhesive-coated tape to the radiation cured coating under thumb pressure and removing it.
14. The signage article of claim 1 wherein the radiation cured coating is not substantially removed upon wiping the radiation cured coating with gasoline for five cycles.
15. The signage article of claim 1 wherein the radiation cured coating is not substantially removed upon abrading the radiation cured coating for 1000 scrub cycles.
16. The signage article of claim 1 wherein the radiation cured coating is pattern coated.

17. The signage article of claim 1 which does not include a protective coating over the marking material.
18. A signage article comprising:
- 5           a retroreflective sheeting comprising an organic polymeric surface;  
          a radiation cured coating comprising an acrylate disposed on the organic polymeric surface;  
          a marking material disposed on the radiation cured coating; wherein the marking material is not substantially removed from the signage article upon  
10           wiping the marking material with gasoline for five cycles.
19. A signage article comprising:
- a retroreflective sheeting comprising an organic polymeric surface;  
          a radiation cured coating comprising an aliphatic acrylated urethane  
15           disposed on the organic polymeric surface; and  
          a marking material disposed on the radiation cured coating.
20. A method of making a signage article comprising:
- providing a substrate comprising a noncellulosic organic polymeric surface  
20           and a radiation cured coating disposed thereon; and  
          applying a marking material to the radiation cured coating using a technique selected from the group of eletrostatic printing, ion deposition printing, magnetographic printing, inkjet printing, letter press printing, offset printing, and gravure printing.
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21. The method of claim 20 wherein the marking material is not substantially removed upon wiping the marking material with gasoline for five cycles.
22. The method of claim 20 wherein the signage article does not include a protective  
30           coating over the marking material.

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23. The method of claim 20 wherein the substrate comprising a noncellulosic organic polymeric surface comprises retroreflective sheeting.
24. The method of claim 20 wherein the marking material comprises a colorant and a binder comprising a polymer selected from the group of a polyester, a vinyl, a polyolefin, a polyvinyl acetal, an alkyl or aryl substituted acrylate or methacrylate, a copolymer of ethylene or propylene with acrylic acid, methacrylic acid, or vinyl acetate, and combinations thereof.
25. The method of claim 20 wherein the radiation cured coating is derived from an UV-curable composition.
26. A method of making a signage article comprising:  
    providing a substrate comprising a noncellulosic organic polymeric surface; and  
    applying a marking material to the noncellulosic organic polymeric surface using a technique selected from the group of electrophotographic printing and gravure printing; wherein the marking material is not substantially removed upon wiping the marking material with gasoline for five cycles.
27. The method of claim 26 wherein the signage article does not include a protective coating over the marking material.
28. The method of claim 26 wherein the substrate comprising a noncellulosic organic polymeric surface is retroreflective sheeting.
29. The method of claim 26 wherein the noncellulosic organic polymeric surface comprises a radiation cured coating onto which the marking material is applied.
30. A method of making a signage article comprising:

providing a substrate comprising a noncellulosic organic polymeric surface; and

applying a marking material to the noncellulosic organic polymeric surface using a technique selected from the group of letter press printing and offset press printing;

wherein the marking material is not substantially removed upon wiping the marking material with gasoline for five cycles; and

further wherein the signage article does not include a protective cover layer.

31. The method of claim 30 wherein the substrate comprising a noncellulosic organic polymeric surface is retroreflective sheeting.

32. The method of claim 30 wherein the organic polymeric surface comprises a radiation cured coating onto which the marking material is applied.

33. The method of claim 32 wherein the radiation cured coating is derived from an UV-curable composition.

34. A method of making a validation sticker, the method comprising:

providing a validation sticker comprising a noncellulosic organic polymeric surface; and

screen printing a marking material onto the noncellulosic organic polymeric surface;

wherein the marking material is not substantially removed upon wiping the marking material with gasoline for five cycles; and

further wherein the validation sticker does not include a protective cover layer.

35. A method of making a signage article comprising: